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TO: Giuseppe D'Alessandro DATE: January 19, 1995

FROM: Shari Teitelbaum

SUBJECT: **Virginia Slims Non-Responder Survey -- Final Results**

This memo serves as a follow-up to the Virginia Slims Non-Responder Topline Results issued December 14, 1994. The purpose of this memo is to summarize the reasons for non-participation in Virginia Slims direct mail offers (coupons and continuity offers) among the 20 percent of the sample that completed the interview. These results are consistent with those found in the B&H Non-Responder analysis. Another such study is currently underway for Merit.

As indicated in the Topline, the major reason for non-participation in the offers is that the majority of non-responders are no longer reachable -- 53 percent of the numbers are either not in service, no such person, or a business/government number. An additional 14 percent of Virginia Slims non-responders are no longer in the category.

(Table 1)

Among the non-responders we actually spoke with (129 in total, or 20 percent of the total sample), the major reason for not participating in Virginia Slims' direct mail offers is the lack of commitment to the brand as opposed to disliking the merchandise. Only one-quarter of these non-responders smoke Virginia Slims on a regular basis compared to approximately 70 percent of the mailing audience. Furthermore, only one-quarter of those aware of receiving the mailing have purchased Slims since receiving it, indicating that the brand is not necessarily in these smokers' consideration set. Only one out of ten non-responders aware of the mailing disapproved of it.

(Tables 2-4)

- Among those who are not saving UPC's from Virginia Slims, the main reason is that Slims is not their regular brand/I don't buy it/smoke it often (65%).

(Table 5)

- Another reason cited by approximately one-quarter of these non-savers is that they do not like to save UPC's in general, no matter what the brand. This is borne out by the fact that more than eight in ten non-responders do not save UPC's from other cigarette brands. As a point of comparison, one-half of Marlboro smokers were collecting miles at the close of Country Store.

(Tables 5-6)

- Only 6 percent of those not collecting Virginia Slims UPC's cited not liking any of the items as a reason for not participating.

(Table 5)

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Source: https://www.industrydocuments.ucsf.edu/docs/gldn0004

Not surprisingly, the major reason given for not using the Slims coupons by those non-responders who either threw or gave them away is the same as for those not participating in the continuity offer -- Virginia Slims is not their brand (I like my brand/I don't like Slims) -- 49%. Another reason is that they don't use any cigarette coupons (9%). Approximately one-quarter said they gave their coupons to a friend who smokes Virginia Slims.

(Table 7)

Based on these results, we recommend that non-responders be dropped from Virginia Slims' mailings to improve the efficiency of the mailings.

cc: J. Bonhomme
T. Claggett (LBCo)
B. Ferrin
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J. Levy (LBCo)
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N. Suter
J. Vanderputten
M. Yates

Attachments

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Source: https://www.industrydocuments.ucsf.edu/docs/gldn0004

SAMPLE DISPOSITION OF VIRGINIA SLIMS NON-RESPONDERS

(Table 1)

	Total	General Sample	Virginia Slims Ultra Loyals/ Loyals
N =	662	358	304
	%	%	%
Number not in service	25	20	30
No such person	25	28	21
Business/government number	3	2	4
	53	50	55
No longer in category	14	13	17
Male	7	5	9
Smokes king size cigarettes	3	3	4
Refused age	1	2	1
Completed interview	20	25	13

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REGULAR BRAND

(Table 2)

	Total	GENERAL SAMPLE			Virginia Slims Ultra Loyals/ Loyals
		Total	Age 21 - 44	Age 45+	
N =	129	89	49@	40@	40@
	%	%	%	%	%
Virginia Slims	26	14	14	13	55
Misty	14	18	18	18	5
Doral	12	15	20	8	5
Capri	8	9	8	10	5
Basic	6	5	2	8	10
Salem	5	8	8	8	-
Store brand	5	7	8	5	-
More	2	3	-	8	-
Monarch	2	2	4	-	3
Montclair	2	2	2	3	3
Carlton	2	1	2	-	3
Cambridge	2	1	-	3	3
Merit	2	1	-	3	3
L&M	1	-	-	-	3
Pall Mall	1	-	-	-	3

@CAUTION: Small base

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Source: https://www.industrydocuments.ucsf.edu/docs/gldn0004

WHETHER PURCHASED VIRGINIA SLIMS SINCE THE MAILING

(Table 3)

	Total
N = Those Respondents Aware Of Mailing	86
	%
Yes, purchased Virginia Slims since the mailing	27
No, did not purchase Virginia Slims since the mailing	73

OVERALL OPINION OF VIRGINIA SLIMS MAILING

(Table 4)

	Total
N = Those Respondents Aware Of Mailing	86
	%
Liked It (Net)	55
Liked it very much	21
Liked it somewhat	34
Neither Liked Nor Disliked It	34
Disliked It (Net)	11
Disliked it somewhat	6
Disliked it very much	5

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REASONS FOR NOT SAVING UPC'S FROM VIRGINIA SLIMS CIGARETTES

(Table 5)

	Total
N = Did Not Save UPC's From Virginia Slims Cigarettes	116
	%
Virginia Slims is not my regular brand/I don't buy it/smoke it often enough	65
Don't like to save/too much trouble/wouldn't know what to do with/haven't received any/have to save too many UPC's to get something	23
I don't like any of the items/items don't fit my style	6
All other mentions	4

WHETHER CURRENTLY SAVING UPC'S FROM OTHER BRANDS

(Table 6)

	Total
N =	129
	%
Yes, Save UPC's From Other Cigarette Brands	17
Marlboro	5
Doral	3
Cambridge	2
No, Do Not Save UPC's From Other Cigarette Brands	83

REASONS FOR GIVING/THROWING AWAY COUPONS

(Table 7)

	Total
N =	33@
	%
Virginia Slims is not my regular brand/don't like Virginia Slims/I like my brand	49
I have a friend who smokes Virginia Slims	27
Don't use cigarette coupons	9
All other mentions	12

@CAUTION: *Small base*

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Source: https://www.industrydocuments.ucsf.edu/docs/gldn0004